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Citizens For HDTV

EX PARTE OR LATE FILED

November 11, 1996

VIA FEDERAL EXPRESS

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
Room 222
1919 M Street, N.W.
Washington, D.C. 20554

In re: Ex parte presentations, MM Docket 87-268

Dear Mr. Secretary:

The purpose of this letter is to provide notice of *ex parte* presentations, and copies of information materials, provided by members of our organization to Commissioners and their staffs, and to staff in other offices of the Commission.

Please be advised that, in each of the following instances, the topics included: the nature of the ATSC Digital Television Standard and our views on the importance of its adoption by the FCC for American consumers and U.S. jobs, and for domestic and international competitiveness; our concern for the earliest possible schedule for adoption of the Standard by the FCC and our view that such action should not await decisions or actions in the digital broadcast channel and regulation proceedings; and, our views about questions or issues raised by some who oppose FCC adoption of any standard, propose any alternative, and/or recommend deletion of parts of the Standard.

The meetings were as follows: November 10 with Chairman Hundt, and Mr. Julius Genachowski, with Coalition representatives—Ms. Linda Goldner (National Consumers League), Messrs. Michael Emig (International Brotherhood of Electrical Workers), Michael Ingrao (National Council of Senior Citizens), Clark Herman (Clark S. Herman Associates), and myself; November 10 with Mr. David Siddall (Office of Commissioner Ness), with Coalition representatives—Mr. Herman and myself; November 6, at WHD-TV and in transit in my car, with Ms. Gretchen Rubin and Messrs. Roger Holberg and Saul Shapiro (Mass Media), and Mr. Joseph Farrell (Office of Plans & Policy), with myself, and with station executive director Mr. James McKinney; October 23 with Ms. Rubin and Messrs. Genachowski, Blair Levin

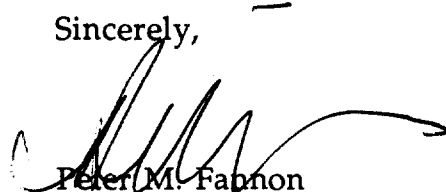
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(Chairman's Office), and Shapiro, with Coalition representatives—Mr. Bruce Allan (Thomson Consumer Electronics), Mr. Herman and myself; October 3 with Commissioner Chong, and Ms. Jane Mago, with Coalition representatives—Ms. Golodner and Messrs. Herman, John Morgan (Communications Workers of America/National Association of Broadcast Engineers and Technicians), and myself; October 3 with Commissioner Quello, and Mr. James Colthorpe, with Coalition representatives Messrs. Herman, Morgan, Steve Protulis (National Council of Senior Citizens), and myself; October 1, at Advanced Television Technology Center, with Ms. Rubin, Mr. Bryan Gruley (Wall Street Journal) and myself; September 24 with Messrs. Siddall and David Rauscher (Office of Commissioner Ness), with Coalition representatives—Messrs. Herman, Morgan, and Harold Ponder (AFL-CIO), and myself; and, September 20 with Mass Media Bureau Chief Roy Stewart and Ms. Rubin and Mr. Shapiro, with Coalition representatives—Messrs. Herman, Morgan, Ponder, and myself.

The enclosed materials, in whole or part, were provided to one or more participants in each of these meetings.

Sincerely,

A handwritten signature in dark ink, appearing to read "Peter M. Fannon", with a long, sweeping horizontal stroke extending to the right.

Peter M. Fannon
Chairman
Citizens for HDTV Coalition
1750 K Street, N.W., Suite 800
Washington, D.C. 20006
(Tel: 202/429-7371)

Enclosures

Citizens For HDTV

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CITIZENS FOR HDTV IS MADE UP OF:

The Communications Workers of America/National Association of Broadcast Employees and Technicians is a union representing more than 650 thousand American broadcast industry workers.

The Consumer Electronics Manufacturers Association is the trade association for U.S. manufacturers of consumer electronics products. CEMA members design, manufacture, and distribute a wide variety of consumer electronics products.

Digital Multimedia Compression, Inc. is a newly formed company that has licensed technologies from AT&T to make encoders and decoders to provide HDTV and other digital Advanced Television Services. DMC expects to begin shipping products in September 1996.

The Digital HDTV Grand Alliance is a consortium of U.S.-based companies formed to develop the single digital HDTV standard for broadcast HDTV.

The Electronic Representatives Association, its product groups, and 28 chapters, is a 60-year-old trade organization of 1600 professional sales and marketing companies who represent manufacturers of electronics products and services. ERA exists to bring together manufacturers and representatives and conducts conferences and seminars, sponsors trade shows, sponsors educational research efforts and a formal certification program.

The EIA ATV Committee is formed under the auspices of the Electronic Industries Association and is composed of developers, manufacturers, sellers, and installers of equipment used in the broadcasting, cable, satellite, and telecommunications industries.

The HDTV Newsletter celebrates its tenth anniversary this April as the preeminent publication in the world covering the unfolding story of HDTV and digital television. The Newsletter offers a clear behind-the-scenes look and reasoned evaluation of the technical developments, the political



The International Brotherhood of Electrical Workers is a union representing 800 thousand American workers employed in the electronics, broadcasting and manufacturing industries.

International Society of Certified Electronic Technicians is an association of appliance, computer and consumer electronics technicians who have passed the CENT or CAT certification exam(s).

The International Union of Electronic and Electrical Salaried Machine and Furniture Workers is a union representing 150,000 manufacturing workers primarily in consumer electronics.

The National Consumers League is an advocacy organization representing American consumers.

The National Council of Senior Citizens is one of the nation's premiere seniors lobbying organizations.

National Electronics Service Dealers Association is a multi-faceted organization that serves the professional interest of the independent appliance, computer, consumer electronics and other segments of the electronics service industry.

National Independent Appliance Servicers operates under the umbrella of NESDA, serves members servicing all types of appliances.

The North American Retail Dealers Association represents the United States retail industry, including sellers of televisions and electronic products.

The Professional AudioVideo Retailers Association represents independent specialty retailers of televisions, home theater systems and audio components.

Widescreen Review Magazine – The authoritative journal of the widescreen digital surround home theater experience.

Citizens For HDTV

FOR IMMEDIATE RELEASE:

Contact: Peter Fannon
Phone: 202/429-7371 or
703/527-7001

HDTV TO BRING CONSUMER CHOICE AND HIGH-TECH JOBS

U.S. Government Action Now Key to Digital Broadcasting

Chicago, IL, August 26, 1996—"America's move to digital HDTV broadcasting will bring new services for consumers, support thousands of high-paying American jobs, and promote U.S. leadership in the digital technology now sweeping the world," said Peter M. Fannon, Chairman, Citizens for HDTV Coalition.

His comments came as Zenith Electronics Corporation, based in Glenview, Illinois, opened its live demonstration today of high definition television—HDTV—for the delegates at the Democratic National Convention here.

"The time has come for the Federal Communications Commission finally to adopt the new system, and give consumers, broadcasters, manufacturers, and investors the confidence and certainty they need to replace today's analog broadcast system," Fannon stated. "The new system is very spectrum-efficient, immensely flexible, and because it gives broadcast TV a chance to compete with the new technologies in other media, consumers will have the greatest choice possible." He added that, "Some 30,000 U.S. workers today build TV receivers and related equipment in this country, and these numbers are expected to be sustained, or even increased, as the new digital technology spawns new consumer demand and new equipment."

The system forms the basis of a new, all-digital broadcasting standard now under consideration by the Federal Communications Commission (FCC), which proposed its formal adoption in May, based on the unanimous recommendation of its Advisory Committee on Advanced Television Service, submitted in November 1995. Late last month, the FCC also started a proceeding to determine which channels to allocate for the new digital TV service.

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The Coalition's members are labor unions, consumer and senior citizen groups, retailers, and manufacturers who seek the speediest possible implementation of digital broadcasting.

"The super-sharp pictures and crystal-clear sound of HDTV promise viewers an extraordinary new experience in television, for entertainment, sports, news and information, education, and business," Fannon said. "But behind the striking pictures lies an all-digital broadcasting system," he added. "It was designed and built in the U.S., to carry all kinds of new video, data and computing services for American consumers, in addition to the free, over-the-air TV broadcasts we all rely on," Fannon noted.

The new system transmits some 19 million bits of digital data per second, carrying HDTV programs with five times the information of today's TV picture and sound. The system can also send, simultaneously, several 'standard definition' (SDTV) programs, which look like today's TV quality, except they are interference-free because they are carried in digital code. In addition, the system can carry to the home, over the air, digital data with any kind of content, like hard-wired computer modems today, but at rates up to 1400 times per second faster than typical home and office modems

"All indications are that consumers will want and use HDTV," Fannon said, citing the strong trend over the past decade to more expensive, large-screen TV's and projectors for 'home theater', as well as the rapid growth of digital satellite services, which do not suffer transmission degradation like analog signals. Fannon added, "The genius of the new system is that, in addition to the 'standard definition' images of today's television, full HDTV quality can be offered immediately by broadcasters, and consumers can choose the level of resolution they want."

A July 1996, survey by the Consumer Electronics Manufacturers Association (CEMA) sampled some one hundred seniors among those who watched another Zenith demonstration of HDTV at the annual convention of the National Council of Senior Citizens. Those surveyed were willing to spend \$1000 to \$2000 for an HDTV set. Eighty-six percent were interested in buying an HDTV set, and of those interested, 31 percent would spend \$1,500 or more, and 22 percent could spend between \$1000 and \$1,500. Overall, 90 percent felt the picture quality of HDTV was "much better" than their existing sets, and 77 percent also considered the sound quality to be "much better."

While prices for full HDTV are expected to be high in the earliest years, both government and industry studies indicate falling prices, as in most

consumer electronics products, as manufacturing volume, competition, and consumer adoption grow. In representations to the FCC on behalf of the new technical standard, all of the major broadcast networks have committed to providing HDTV once the standard is in place.

The new standard was developed over the past ten years through an FCC-sponsored, open competition. A 'Grand Alliance' of research and manufacturing organizations—including Zenith—built the system, which was unanimously recommended to the FCC by its all-industry Advisory Committee, having studied and tested all the proposals and alternatives.

It is planned to replace today's 'analog' TV transmission standard, which is based on 50-year old technology. The FCC is expected to allocate new, 'digital television' channels to broadcasters, who will switch off their current analog operations once most consumers have converted to the digital service. Then, the FCC will recapture the radio frequencies used by today's TV broadcasting, and make them available for other purposes.

* * *

Members of the Citizens for HDTV Coalition include:

Communications Workers of America/National Association of Broadcast
Employees and Technicians (AFL-CIO)
Consumer Electronics Manufacturers Association
Digital Multimedia Compression, Inc.
Digital HDTV Grand Alliance
Electronic Representatives Association
Electronic Industries Association Advanced TV Committee
HDTV Newsletter
Home Recording Rights Coalition
Home Theater Magazine
International Brotherhood of Electrical Workers (AFL-CIO)
International Society of Certified Electronic Technicians
International Union of Electronic and Electrical Salaried Machine and
Furniture Workers (AFL-CIO)
National Consumers League
National Council of Senior Citizens
National Electronics Service Dealers Association
National Independent Appliance Servicers
North American Retail Dealers Association
Professional AudioVideo Retailers Association
Widescreen Review Magazine.

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Citizens For HDTV

FOR IMMEDIATE RELEASE

Contact: Peter Fannon
Phone: 202/429-7371

FCC 'TUNES IN DIGITAL BROADCASTING' SAYS HDTV COALITION

Washington, DC, July 26, 1996—"The FCC's action on television broadcast spectrum finally tunes in digital broadcasting for all Americans," said Peter M. Fannon, Chairman of the Citizens for HDTV Coalition. His comment came after the Federal Communications Commission yesterday opened the last of its three proceedings to authorize digital broadcast TV, including high definition television (HDTV).

"Without the necessary channels there will be no transition to all-digital broadcasting, and America's lead in this internationally competitive field would be lost" Fannon said. "

At the same time, however, he expressed concern about the FCC's technical analysis in its Notice of Proposed Rule Making (NPRM), which assumes that a sizable number of now-vacant TV channels will not be needed to replicate the reach of today's broadcast TV stations. The Coalition urges that any and all the broadcast channels needed to replicate current coverage be used before determining which ones or how many can be revoked from the broadcast TV allocation.

"In allotting 'digital' channels the FCC's priority should be to ensure that every community gets the best channels to meet its needs," Fannon said. "The goal of the transition to digital broadcasting should be to sustain, and even strengthen wherever possible, over-the-air television which is accessible to virtually all Americans," he continued.

The FCC's long-standing plan calls for loaning broadcasters a second channel—from the ones currently vacant on the TV dial—on which to launch the new advanced TV service. But the plan must pick appropriate channel numbers, i.e. frequencies, and space them far enough apart to avoid creating interference from the new channels into today's analog TV service. At the same time, the proper choice of the new channel numbers in a given community will help avoid interference from today's stronger, analog signals

into the new digital TV sets. Overall, the government's goal is to try to 'replicate' the audience coverage of today's TV stations, and then, after viewers have acquired digital TV sets or convertor boxes, to turn off the analog system and use the remaining channels for other purposes.

In May, the FCC proposed to adopt the technical standards for transmitting digital TV; and, since July of last year, it has been considering further the rules which should govern the transition—something under study since 1989. \

The Commission's plan moves America closer to having crisp, clean digital broadcasts, including HDTV, with five times the picture information of today's TV pictures. In addition other new services which will come through all-digital, over-the-air TV

The members of Citizens for HDTV, who represent consumers and seniors, organized labor, retailers and manufacturers, and trade press, seek the speediest possible implementation of digital television broadcasting to:

- Revolutionize the television viewing experience for consumers
- Expand America's global lead in digital television technology
- Maintain and create thousands of high-tech American jobs
- Preserve the availability of free, over-the-air television.

* * *

Members of the Coalition include: Communications Workers of America/National Association of Broadcast Employees and Technicians; Consumer Electronics Manufacturers Association; Digital Multimedia Compression, Inc.; Digital HDTV Grand Alliance; Electronic Representatives Association; EIA ATV Committee; HDTV Newsletter; Home Recording Rights Coalition; Home Theater Magazine; International Brotherhood of Electrical Workers; International Society of Certified Electronic Technicians; International Union of Electronic and Electrical Salaried Machine and Furniture Workers; National Consumers League; National Council of Senior Citizens; National Electronics Service Dealers Association; National Independent Appliance Servicers; North American Retail Dealers Association; Professional AudioVideo Retailers Association; Widescreen Review Magazine.

CEMA NEWS RELEASE - VIA FAX

2500 Wilson Boulevard, Arlington, Virginia 22201-3834

FOR IMMEDIATE RELEASE

Contact: Cynthia Upson

Phone: (703) 907-7674

DIGITAL HDTV MOVES ONE STEP CLOSER TO REALITY FOR THE AMERICAN CONSUMER

Arlington, VA, July 25, 1996 — The Consumer Electronics Manufacturers Association (CEMA), a sector of the Electronic Industries Association (EIA), applauds the FCC action today proposing to adopt a channel allocation plan to transition to the next generation of television. This action follows yesterday's 408 to 16 vote by the House of Representatives rejecting an anti-HDTV proposal; and recent letters to the FCC from the Clinton Administration supporting the unanimous multi-industry proposal before the FCC to accept the Grand Alliance system. With bipartisan political support and the many voices of consumers, retailers, unions and manufacturers agreeing that digital HDTV's time has come, the U.S. now verges on leading the world as it shifts to the next generation of television.

The Digital Grand Alliance standard is flexible and accommodates both progressive and interlaced scanning formats. All industries were invited to participate in the multi-year consultative process that led to the unanimous adoption of the FCC's Advanced Television Standards Committee's digital TV standard. This standard not only anticipates but also favors programming using progressive scanning, and it can accommodate a 2:1 aspect ratio.

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DIGITAL HDTV ONE STEP CLOSER TO CONSUMERS/2

According to CEMA's president Gary Shapiro, "The remaining challenge is to resist those who want to impose a rigid mandate and ignore flexibility by asking the FCC to only allow progressive scanning."

Digital HDTV will revolutionize the television viewing experience for consumers, create and maintain thousands of high-tech American jobs, preserve the availability of free, over-the-air television and expand America's global lead in digital television technology.

The Consumer Electronics Manufacturers Association (CEMA) is a sector of the Electronic Industries Association (EIA), the 72-year-old Arlington, Virginia-based trade association representing all facets of electronics manufacturing. CEMA is the new name of EIA's Consumer Electronics Group (CEG). CEMA represents U.S. manufacturers of audio, video, consumer information, accessories, mobile electronics and multimedia products.

EDITORS: Please note that information regarding the Consumer Electronics Shows (CES) and the consumer electronics industry is available via EIA/CEMA's World Wide Web Site, "The Consumer Electronics Cyberspace Companion" at <http://www.eia.org/cema>.

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NEWS.....

FOR IMMEDIATE RELEASE VIA FAX

Contact: Cynthia Upson
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or
Lisa Fasold
tel: (703) 907-7669
email: lfasold@eia.org
<http://www.eia.org/cema>

STANDARD ASSURES AMERICANS *FREE* DIGITAL TV

Arlington, VA, July 12, 1996 -- The Consumer Electronics Manufacturers Association (CEMA) applauded today the Electronic Industries Association (EIA) and Advanced Television (ATV) Committee's joint comments filing to the Federal Communications Commission (FCC) on digital television (DTV) which urges the FCC to adopt a standard. CEMA considers the adoption of the standard recommended by the Advanced Television System Committee (ATSC) as absolutely critical for the success of FREE over-the-air digital television.

As stated by the EIA and the ATV Committee in its filing, "television is an established, nationwide free service that most Americans rely on as a primary source of information. Preserving this unique national asset while replacing the underlying technologies requires clear national direction."

CEMA is remarkably disappointed and astounded with the National Cable Television Association's (NCTA) statement made yesterday opposing a DTV standard mandate. The NCTA's position is clearly self-serving and against the public good. If the industry is left without

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Consumer Electronics Manufacturers Association
A sector of the Electronic Industries Association

2500 Wilson Boulevard ■ Arlington, Virginia 22201-3834 USA
Tel 703/907-7674 ■ Fax 703/907-7690

STANDARD ASSURES AMERICANS FREE DIGITAL TV/2

a DTV standard, consumers will have no choice but to turn to PAY services for digital television.

"The NCTA is trying to delay the DTV standard-setting process in order to capture its own piece of the digital revolution. Digital picture quality, digital sound quality and digital data opportunities would be left only to fee-based service providers such as cable operators," said Gary Shapiro, CEMA president.

"All the industries -- PCS, cellular, DBS and MMDS -- that the NCTA uses in its filing as examples of why a standard should not be set are all fee-based industries. The consumer must pay to receive any of those services. If the Commission wants to make sure that all Americans -- not just the 65 percent with cable services -- have access to digital television, it must recognize that a standard is vital," Shapiro added.

The ATSC HDTV standard will NOT "freeze" technology as claimed by the NCTA. Designed and developed by a myriad of industries and interested parties for more than a decade, the ATSC DTV standard is extraordinarily flexible and invites innovation and competition.

As declared by the EIA and ATV Committee in its filing, "the lack of a common standard would create chaos in the marketplace. No TV set could be marketed as an 'all format' receiver because no television manufacturer could ensure, as it can today, that its products would be compatible with all services in all areas. As a consequence, consumers would be at risk. A single standard promotes familiarity with a product, facilitates ease of use, and gives consumers confidence in the longevity of their purchases."

The Consumer Electronics Manufacturers Association (CEMA) is a sector of the

STANDARD ASSURES AMERICANS FREE DIGITAL TV/3

Electronic Industries Association (EIA), the 72-year-old Arlington, Virginia-based trade association representing all facets of electronics manufacturing. CEMA is the new name of EIA's Consumer Electronics Group (CEG). CEMA represents U.S. manufacturers of audio, video, consumer information, accessories, mobile electronics and multimedia products.

EDITORS: Please note that information regarding the Consumer Electronics Shows (CES®) and the consumer electronics industry is available via EIA/CEMA's World Wide Web Site, "The Consumer Electronics Cyberspace Companion" at <http://www.eia.org/cema>.

UPCOMING EVENTS

- ◆ **Eighth Annual Digital Audio & Video Workshop**
October 1-4, Philadelphia, PA
- ◆ **CES Mexico**
October 8-10, Mexico City, Mexico
- ◆ **1997 International Winter Consumer Electronics Show®**
January 9-12, Las Vegas, NV
- ◆ **1997 CES® Mobile Electronics--The 12-Volt Educational Forum**
April 4-6, Atlanta, GA
- ◆ **Spring CES® '97 co-located with COMDEX®/Spring, WINDOWS WORLD™ and INTERACTIVE CONTENT WORLD (ICON)™**
June 2-5, Atlanta, GA

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**COMMUNICATIONS WORKERS OF AMERICA/NATIONAL
ASSOCIATION OF BROADCAST EMPLOYEES & TECHNICIANS
(AFL-CIO)**

**INTERNATIONAL BROTHERHOOD OF ELECTRICAL WORKERS
(AFL-CIO)**

**INTERNATIONAL UNION OF ELECTRONIC & ELECTRICAL
SALARIED MACHINE AND FURNITURE WORKERS (AFL-CIO)**

Contact: Clark S. Herman (908/741-5454)

FOR IMMEDIATE RELEASE

LABOR SUPPORTS HDTV STANDARD

Washington, DC, June 20, 1996—The labor unions named above are strongly in favor of the Federal Communications Commission (FCC) establishing a transmission standard for high definition television (HDTV) as soon as possible. They join with other prominent organizations representing consumers, senior citizens, manufacturers, retailers and others in the *Citizens for HDTV Coalition* in urging adoption by the FCC of the recommended standard.

We believe that the open, non-proprietary standard as advocated by the Grand Alliance, the FCC Advisory Committee on Advanced Television Service (ACATS), and a large segment of the computer industry addresses the principal concerns of all interested parties and should be adopted by the FCC.

The standard envisaged by the Grand Alliance and ACATS, which was chartered by the FCC, in our view accommodates the fundamental economic

interests of all the relevant industries—broadcasting, consumer electronics and computer. This standard, if established by the FCC, will trigger billions of dollars worth of investments, which, in turn, will create many thousands of new jobs in the U.S. and preserve thousands of existing ones. The principal TV set manufacturers have, in fact, promised in writing to produce HDTV receivers in the U.S. if the U.S. sets a transmission standard. Is the computer industry willing to make a similar commitment? Will they continue to manufacture primarily off-shore as the U.S. moves into digital video technology?

Consumers and those on fixed incomes, which include a large portion of our elderly population, support adoption of a transmission standard because it is only through an open, non-proprietary standard that they will be able to afford HDTV receivers at reasonable prices within the shortest period of time.

We do not agree with FCC Chairman Hundt that the FCC should not set a standard and we note and agree with his fellow Commissioners, who all seem to be in favor of adopting the recommended standard.

Furthermore, we are against any action or legislation that would restrict the FCC from acting promptly to adopt the transmission standard or the channel allocation and licensing for advanced television and HDTV broadcasting.



FOR IMMEDIATE RELEASE

Contact: Peter Fannon
Phone: (703) 739-3850

**CITIZENS FOR HDTV COALITION APPLAUDS FCC
ACTION AS CRITICAL STEP**

Alexandria, VA, May 9, 1996 — The Citizens for HDTV Coalition applauds today's Federal Communications Commission (FCC) action proposing adoption of the new, digital advanced television broadcast standard.

"This standard is ready for prime time," said Peter M. Fannon, chairman of the Citizens for HDTV Coalition.

The standard was recommended unanimously late last year by the FCC Advisory Committee on Advanced Television Service, to the full Federal Communications Commission.

"With the Commission's action today, digital HDTV broadcasting moves a big step closer," Fannon said, adding that "the proposed standard is based on years of exhaustive development and review, and some six months of intensive laboratory and field testing of the Digital Grand Alliance HDTV System under the aegis of the FCC's Advisory Committee."

The Coalition urges the swift conclusion, later this year, of today's FCC Notice of Proposed Rulemaking (NPRM), which would be the adoption by the Commission of a digital HDTV broadcast standard. The new standard will replace the analog broadcast technology in use for the past fifty years.

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HDTV COALITION APPLAUDS FCC/2

The Citizens for HDTV Coalition was formed in February 1996, to urge speedy FCC adoption of the technical standards for high definition television (HDTV), and to promote the earliest possible FCC allotment of the TV channels needed to begin broadcasting of the new service -- now expected from the FCC this summer. In addition, the Coalition states that the accelerated transition to HDTV will create and maintain thousands of high-tech, American jobs while expanding America's global lead in digital television technology. Consumers will benefit from this revolutionary new television viewing experience and remote diagnostic medical applications which will be made possible by commercial HDTV.

Members of the Citizens for HDTV Coalition include: Communications Workers of America/National Association of Broadcast Employees and Technicians; Consumer Electronics Manufacturers Association; Digital HDTV Grand Alliance; Digital Multimedia Compression, Inc.; Electronic Representatives Association; EIA ATV Committee; HDTV Newsletter; Home Recording Rights Coalition; Home Theater Magazine; International Brotherhood of Electrical Workers; International Society of Certified Electronic Technicians; International Union of Electronic and Electrical Salaried Machine and Furniture Workers; National Consumers League; National Council of Senior Citizens; National Electronics Service Dealers Association; National Independent Appliance Servicers; North American Retail Dealers Association; Professional AudioVideo Retailers Association; and, Widescreen Review Magazine.

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Citizens For HDTV

FOR IMMEDIATE RELEASE

Contact: Cynthia Upson

Phone: (703) 527-7001

CITIZENS FOR HDTV URGES FCC TO ADOPT DIGITAL HDTV SYSTEM AS SOON AS POSSIBLE

Las Vegas, Nevada, April 15, 1996 --- The coalition, Citizens for HDTV, urged the FCC to adopt as soon as possible the digital HDTV system recommended by the FCC Advisory Committee on Advanced Television Services (ACATS).

The recommendation, which was made by the Advisory Committee to the Federal Communications Commission (FCC) last November, concluded that, "based on intensive laboratory and field testing, that the Digital HDTV Grand Alliance's digital television system is superior to any known alternative system in the world, better than any of the four original digital HDTV systems and surpasses the performance objectives of the ACATS." The all-industry advisory committee, after eight years of evaluating and testing systems, made its recommendation unanimously, noting that the high quality and extremely flexible HDTV system "fulfills the requirements for the U.S. ATV [Advanced Television] Broadcast Standard."

Peter M. Fannon, chairman of the Coalition said, "The rapid adoption of the ACATS recommendation will mean the benefits of digital TV will be enjoyed by the American public

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CITIZENS FOR HDTV/2

quickly and in turn implementation of this system now will enhance television service and protect and expand many jobs in the U.S."

The Coalition was formed to promote the rapid adoption and implementation of digital high-definition television (HDTV) in the United States. The Coalition believes that the transition from conventional, analog NTSC television to digital HDTV will:

- Revolutionize the television viewing experience for consumers,
- Expand America's global lead in digital television technology,
- Create and maintain thousands of high-tech American jobs, and
- Preserve the availability of free, over-the-air television.

Linda Golodner, president of the National Consumers League, which is a member of the coalition, commented, "It's clear that consumers want HDTV and we believe it should be available to all consumers soon and without the fear of having to pay for news, sports, or educational programming."

The Citizens for HDTV include: Communications Workers of America/National Association of Broadcast Employees and Technicians; Consumer Electronics Manufacturers Association; Digital HDTV Grand Alliance; Digital Multimedia Compression, Inc.; Electronic Representatives Association; EJA ATV Committee; HDTV Newsletter; Home Recording Rights Coalition; Home Theater Magazine; International Brotherhood of Electrical Workers; International Society of Certified Electronic Technicians; International Union of Electronic and Electrical Salaried Machine and Furniture Workers; National Consumers League; National Council of Senior Citizens; National Electronics Service Dealers Association; National Independent Appliance Servicers; North American Retail Dealers Association; Professional AudioVideo Retailers Association; and, Widescreen Review Magazine.

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America's New TV Standard Approve **HDTV** Now!

Honorable Reed E. Hundt, Chairman
Federal Communications Commission
Washington, DC 20554

Dear Mr. Chairman:

The time has arrived for all Americans to enjoy the world's finest television technology — digital high-definition television (HDTV) broadcasting. We appreciate the strong leadership of the FCC and its Advisory Committee on Advanced Television Service:

- America has leapfrogged Japan and Europe to develop the world's leading all-digital television system, after a decade of research and a half billion dollars of private investment.
- Digital television will deliver extraordinary improvements in video and audio quality, with dramatically increased resolution in HDTV and clean, clear pictures all the time, plus six-channel surround sound capability.
- Digital transmission will provide revolutionary access to a host of information-age services and interactive applications through its unmatched interoperability with computers, all via over-the-air television.
- This new technology will create and preserve tens of thousands of high-skill, high-wage jobs for American workers, and promote sales of this system overseas.

But all these benefits could evaporate. Some are now second-guessing the need for an FCC broadcast standard and broadcast channels for this new system.

We, the undersigned unions, consumer and senior citizens groups, broadcast station organizations, and equipment developers, manufacturers, and retailers urge you to adopt the digital television broadcasting standard and assign the broadcast channels for it without further delay. It's time to start building America's digital TV system for the 21st century.

Thank You!

cc: FCC Commissioners James H. Quello, Susan Ness, Rachele Chong
President Bill Clinton & Vice President Al Gore
Members of the U.S. Senate & U.S. House of Representatives
Secretary of Commerce Michael Kantor

Morton Bahr, President
Communications Workers of America/National Association of
Broadcast Employees and Technicians (AFL-CIO)
John J. Barry, President
International Brotherhood of Electrical Workers (AFL-CIO)
William H. Bywater, President
International Union of Electronic and Electrical Salaried
Machine and Furniture Workers (AFL-CIO)
Linda F. Golodner, President
National Consumers League
Steve Protulis, Executive Director
National Council of Senior Citizens
Ervin S. Duggan, President & Chief Executive Officer
Public Broadcasting Service
James B. Hedlund, President
Association of Local Television Stations
Edward O. Fritts, President & Chief Executive Officer
National Association of Broadcasters
Margita E. White, President
Association for Maximum Service Television
Robert K. Graves, Chairman
Advanced Television Systems Committee
James E. Carnes, President & Chief Executive Officer
David Sarnoff Research Center
Joseph P. Clayton, Executive Vice President, Marketing & Sales, Americas
Thomson Consumer Electronics, Inc.
J.T. (John) Dixon, Vice President
Lucent Technologies, Microelectronics Group
Richard S. Friedland, Chairman of the Board & Chief Executive Officer
General Instrument Corporation
Joe S. Lim, Professor of Electrical Engineering
Massachusetts Institute of Technology
Al Moschner, President & Chief Executive Officer
Zenith Electronics Corporation
Stephen C. Tuminello, President & Chief Executive Officer
Philips Electronics North America Corporation
Elly Valas, Executive Director
North American Retail Dealers Association
Peter F. McCloskey, President
Electronic Industries Association
Gary J. Shapiro, President
Consumer Electronics Manufacturers Association
Peter M. Fannon, Chairman
Citizens for HDTV Coalition

Citizens For
HDTV
703/527-7001



National Consumers League

Founded 1899

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February 23, 1996

The Honorable Richard H. Bryan
United States Senate
364 Russell Senate Office Building
Washington, D.C. 20510

Dear Senator Bryan:

The National Consumers League (NCL) has represented consumers and workers since 1899. We have long been in favor of free over-the-air television. Free television is vital to our democratic institutions and to the public debate as well as an indispensable method for members of Congress to communicate with their constituents.

NCL is in opposition to any proposal to auction the broadcast spectrum required for the conversion to digital technology. Any auction proposal could result in digital spectrum being auctioned off to interests who will have no investment in free broadcasting, thereby jeopardizing the future of free over-the-air television.

At the same time, NCL also strongly endorses the continuation of a public service standard which broadcasters are obliged to accept in return for the use of spectrum. We are very concerned that the auction may actually undermine that long-standing tradition. This proposal would also deprive consumers of the option to watch programming in the High Definition Television (HDTV) format. American HDTV manufacturers are ready to build receivers; it is important that we do not jeopardize our nation's lead in this new technology.

Please vote against any budget proposal by the Congressional leadership which includes an auction for the spectrum required for digital broadcasting as part of debt limit ceiling legislation, any continuing budget resolution or stand alone legislation.

Sincerely,

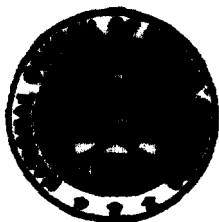
Linda F. Golodner
President

Representing Consumers for 97 Years



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National Council of Senior Citizens

Executive Director
Steve Protulis
Washington, DC

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February 28, 1996

The Honorable Ron Lewis
U.S. House of Representatives
412 Cannon House Office Building
Washington, D.C. 20515

Dear Representative Lewis:

The majority of senior citizens live on fixed incomes and rely heavily on television programming supplied by the over-the-air broadcasting system to supply them with entertainment, sports and local news.

The National Council of Senior Citizens (NCSC) strongly opposes the proposal to auction the spectrum reserved for digital television. In our view, this would be an inappropriate response to our nation's budget deficit. We believe that any such auction would undermine our nation's commitment to free TV. The net effect would be to jeopardize such broadcasting as an alternative to the American public. Needless to say, this consequence would be most unfortunate for senior citizens.

On behalf of NCSC members in all parts of the country, I urge you to oppose proposals to auction the digital spectrum. Our opposition extends to such proposals in any form of budget legislation, continuing resolution or stand-alone legislation.

Sincerely,

Steve Protulis
Executive Director

Statement for "Union Day"

"Thomson Consumer Electronics, Inc., and North American Philips Corporation, along with the other members of the Advanced Television Research Consortium (ATRC), have developed a high-definition television (HDTV) system now vying to become the HDTV standard for the United States.


"We are fully committed to manufacturing these new HDTV receivers, as well as HDTV picture tubes and other key componentry, at U.S. production facilities. Towards that end, both companies have invested substantial amounts of capital in their U.S. facilities in Indiana, Tennessee and Ohio in preparation for the next generation of American televisions.


"In recognition of this commitment, we are joined today by the International Union of Electronic, Electrical, Salaried, Machine and Furniture Workers (IUE) and by the International Brotherhood of Electrical Workers (IBEW), who together represent the vast majority of our employees. We are here today to underscore our intention to build HDTV receivers and tubes in this country. We do not believe that any other HDTV proponent is able to make the same commitment.

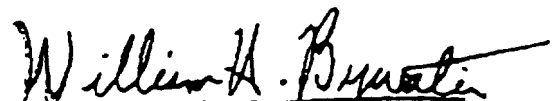
"Winning the HDTV competition and producing the new sets at U.S. plants will better ensure the job security for our employees and strengthen the U.S. economy. The AFL-CIO recently adopted a resolution calling on the U.S. government to select an HDTV system that benefits American consumers and workers.

"We believe that our system - Advanced Digital HDTV - fulfills those criteria and thereby meets the AFL-CIO's jobs test."


Thomson Consumer Electronics


International Brotherhood of
Electrical Workers


North American Philips Corp.


International Union of
Electronic, Electrical,
Salaried, Machine and
Furniture Workers, AFL-CIO

AFL-CIO RESOLUTION
HIGH DEFINITION TELEVISION

WHEREAS the Federal Communications Commission is in the process of deciding the U.S. transmission standard for High Definition Television and,

WHEREAS one of the American Labor Movement's highest priorities is the retention and creation of meaningful paying jobs through the continued development of high technology industries in the United States, irrespective of ownership status, which result in an increased standard of living for American workers and their families and,

WHEREAS the AFL-CIO remain concerned about the export of American jobs by U.S. multinationals to countries such as Mexico and,

WHEREAS the American labor movement currently represents thousands of workers in American plants, engaged in the manufacturing of televisions, and with the best technical experience and "know how" to produce high definition television sets of the future, now,

BE IT RESOLVED: That the AFL-CIO support the FCC process to develop and select Digital High Definition Television for the United States and further,

BE IT RESOLVED: That the AFL-CIO support the full testing and selection of a system which provides American consumers with the broadest range of superior services and products and further,

BE IT RESOLVED: That the AFL-CIO go on record supporting a High Definition Television standard which provides the maximum number of manufacturing jobs in the United States of America.